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ABSTRACT

In 1989, a study was conducted of applicants to training programs offered at community colleges in New Brunswick to determine the characteristics of applicants, their reasons for applying, their expectations of the program, and influences on their enrollment decisions. Applications and available training seats were examined over the 3-year period between 1986-87 and 1988-89. During this time, the number of seats available at the colleges increased by 15% or 641 seats, and the number of applications also increased, by approximately 1,400 or 19%. While there are still over five applications for every two available seats at the colleges, the overall demand relative to supply decreased slightly over the 3 years. Pre-employment programs were by far the most popular, attracting well over 6,000 applications, with demand exceeding supply by more than five applications for every two seats. With demand the most popular programs decreasing over the study period, overall demand was no longer limited to a few select programs but spread out among a larger number of programs. Seven programs were consistently in very high demand, including Human Service Counsellor, Aquaculture Technician, Aircraft Maintenance, Day Care, Nursing Assistant, Nursing Orderly, and Beauty Culture. Only two programs, Environmental Technology and Computer Integrated Manufacturing, were consistently in low demand. (JMC)

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ED314139

APPLICATIONS TO NEW BRUNSWICK COMMUNITY COLLEGES

by Hope Brewer

Editor Pamela Easterbrook-Nadeau

Department of Advanced Education and Training
Fredericton, New Brunswick

JC 900 072

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FOREWORD

When people apply for fulltime post secondary studies they are revealing something about themselves: their top career and lifestyle choices. This is information about the individual.

But, a general study of applications will tell us in broader terms how attuned people are to the pressures of supply and demand in an evolving labour market. Is the demand high for traditional training programs, low for the newly opening careers of the future?

And a study of applications will tell us which particular sectors and clusters attract most demand. Feedback on the demand for particular offerings will provide insight valuable to program planners, developers and marketers.

Pamela Easterbrook-Nadeau
Planning Services

EXECUTIVE SUMMARY

The number of applications for our full time training places is a good indicator of the demand for our training programs. In recent years there has been a relatively health demand for the non sponsored training available through our Community Colleges: over five (5) applications for every two (2) available seats.

Applications and available training seats were looked at over the three (3) year period 1986/87 - 1988/89. In this time period the total number of applications increased each year in both the Anglophone and Francophone sectors.

However the number of available non sponsored training seats has also increased. Thus, while demand still exceeds supply by over five (5) to two (2), this ratio is showing a small decline.

The **Pre-Employment** category is by far the most popular training category with a demand/supply ratio exceeding five (5) to two (2). Most categories of training are either showing decreases or fluctuations in demand. Only one (1) category, **Technology** is rising in demand.

While the overall demand supply ratio hovers above 5.2 some programs may be highly popular, others may be showing low demand.

At NBCC-s there are seven (7) programs which were consistently in very high demand. They were: **Human Services Counsellor, Aquaculture Technician, Aircraft Maintenance, Day Care, Nursing Assistant, Nursing Orderly, and Beauty Culture.** Only two (2) programs showed consistently low demand. These were **Computer Integrated Manufacturing** and **Environmental Technology**.

IN THE LARGER CONTEXT

There are four (4) important questions to ask when trying to define who applies to our Community Colleges. These are:

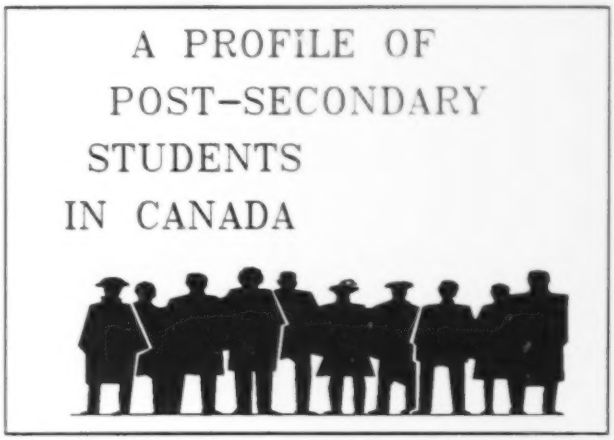
"who is applying?"

"why do people apply?"

"what do people expect from a Community College training program?"

"who influences a person to apply?"

Some of these questions are often answered in student profile research or in Graduate Follow-Up Surveys. The "PROFILE OF POST-SECONDARY STUDENTS IN CANADA" (1983-1984), is a national survey carried out by Statistics Canada in the spring of 1984. It is a survey of post-secondary students in all provinces of Canada. The report itself includes an overall view of the country as well as the individual provinces. Some of the questions in this survey attempt to answer our questions on applications to community colleges.



Who is Applying?

For example "who does apply for post-secondary training?". According to this survey 64% of New Brunswick Community College students were working in the twelve months prior to first registering in their current program. Only 1/4 of the student population surveyed was working prior to registering. These figures are consistent with the rest of Canada.

Why do people apply?

Students who were attending New Brunswick Community Colleges stated academic reasons were the most important type of reason for choosing their current field of study. Academic reasons were considered to be a general interest in furthering their education and an interest in the subject area. This interest in academic reasons was more prevalent in New Brunswick than in the rest of Canada. In contrast, university undergraduate students in New Brunswick did not differ from undergraduate students in the rest of Canada in their responses to the question.

However a higher percentage of students in both New Brunswick and Canada as a whole stated that they were attending Community College for job related reasons rather than for academic reasons. Job related reasons were considered: a chance of employment after graduation, an interesting career, high income prospects and preparation for a particular occupation.

What do people expect from a Community College training program?

Seventy six percent (76%) of New Brunswick Community College students indicated that their expected activity after graduation from their current program was to work. This figure was 70% throughout the rest of the country. New Brunswick students were also less likely than other college students in Canada to indicate that they expected to continue their education after Community College.

Together these responses indicate that NBCC students are expecting to further their education and finish their education with their community college programs more so than other Canadian Community College students. These figures may be influenced by the fact that some other provinces have college transfer programs.

Who influences a person to apply?

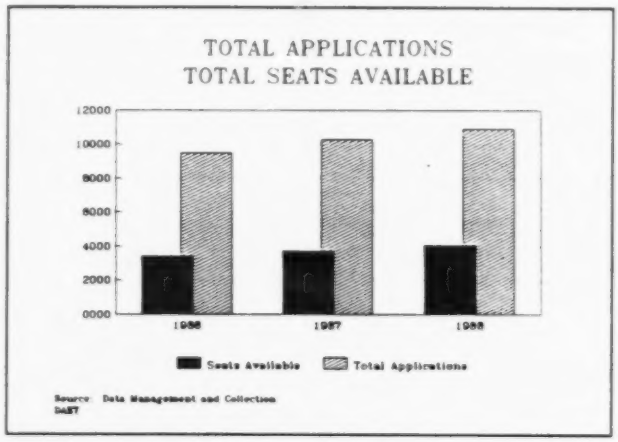
Marketing students in both the Moncton and the Saint John Community Colleges have at separate times recently (1987 and 1988 respectively) surveyed students in an effort to construct student profiles. In order to attain some background information on the student they were asked who influenced them the most to attend that particular college. In both colleges students claimed to be their own greatest influence in their decision making. Next to themselves they considered relatives to have been the greatest influence.

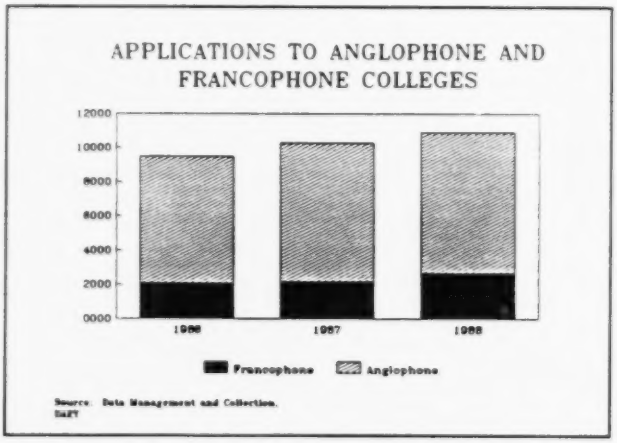
FACTS FOR THE NEW BRUNSWICK SITUATION

Overall Applications

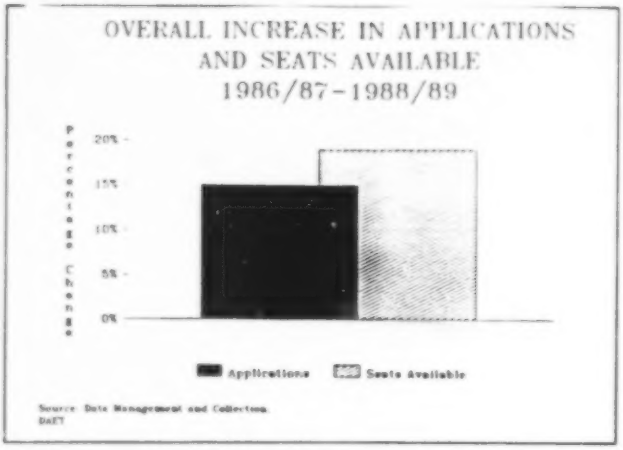
In this discussion the focus is on the non sponsored training seats available only. These are the seats filled by applicants: there are no applications to our colleges for the sponsored training seats.

Over the three year period (1986/87 - 1988/89) the number of seats available at the Community Colleges has increased by six hundred forty one (641) seats. The total number of applications per year has also increased. Over the period the total number of applications increased by approximately fourteen hundred (1400). The total number of applications increased each year in both the Anglophone and Francophone Colleges.





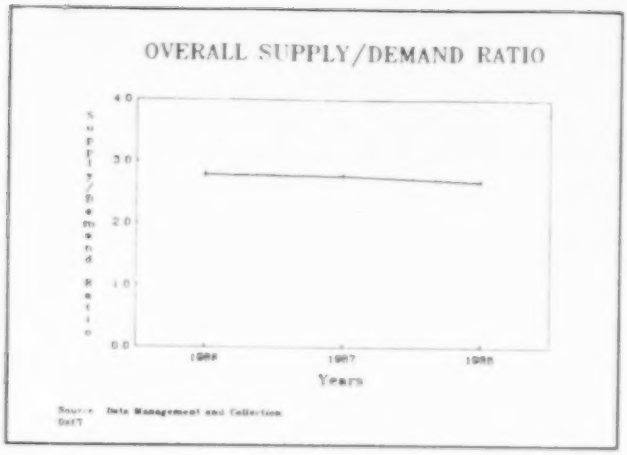
Applications have increased by fifteen percent (15%) over the past two years while training seats available have increased by nineteen percent (19%). This means that while the demand for programs has been increasing the demand relative to the supply is slightly decreasing.



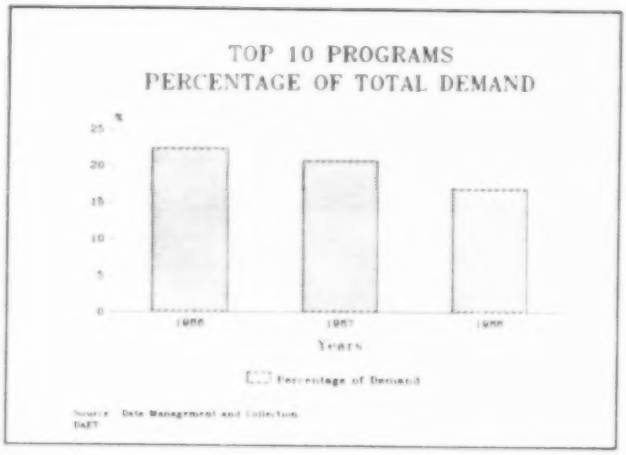
The Department is clearly coming to a point of comfort in the ratio of seats it provides relative to the demand. This is the basic accessibility issue. Should there be training for all who apply (a ratio of 1:1)? Clearly, quality would suffer. Finances would forbid. On the other hand, too great a demand for a few seats would brand our training as too inaccessible. These changes in the ratio over the past few years demonstrates the Department is approaching a degree of comfort on the issue.

Programs

To obtain the index mentioned above which demonstrates how the supply of seats is related to the demand for programs or the number of applications we used a "popularity" index which was simply the number of applications received / the number of seats available at the Community Colleges. Through this index or ratio we were able to determine the popularity of programs based on the relationship of supply and demand rather than just on sheer numbers.



Based upon this ratio during this three year period the demand for very popular programs is decreasing. That is while these programs are still popular, applications for them account for a smaller proportion of all applications. Instead popular demand is changing. It is no longer limited to a very few select programs but spreading out to a larger number of programs.



There are seven (7) programs which are consistently in the top ten (10) demand wise for each of the three years. They are **Human Service Counsellor, Beauty Culture, Nursing Assistant, Aquaculture Technician, Aircraft Maintenance, Day Care** and **Nursing Orderly**.

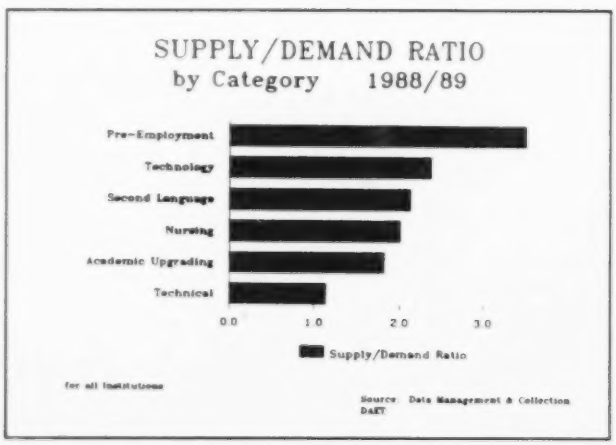
Two (2) other programs were in the top ten (10) in demand for two out of the three years. These programs are **Travel Counsellor** and **Bricklaying**.

Similarly there are programs which are not in great demand when students are applying. These are programs where the number of seats available at the colleges exceeds the number of applications received for the program. Again two (2) programs were in low demand consistently over the 3 year period. These programs are **Environmental Technology** and **Computer Integrated Manufacturing**.

One (1) program experienced low demand for two out of the three years : **Welding Technician**.

Categories

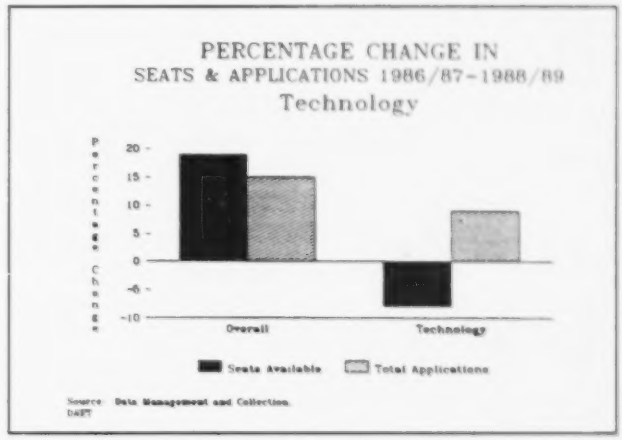
The same procedure was used to determine the supply/demand ratio for the categories of training. One (1) category remained in the top position over the three year period: **Pre-Employment**.



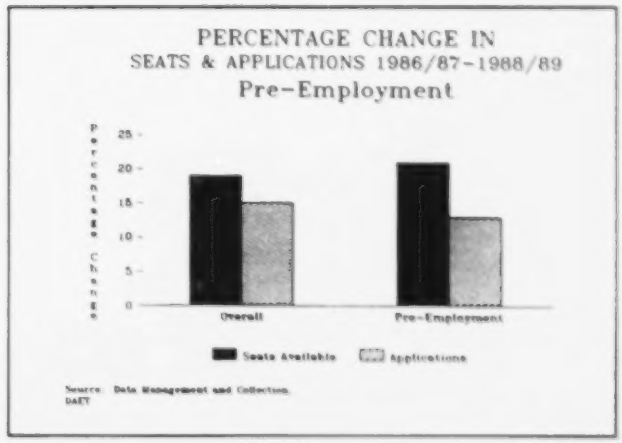
As already mentioned, the number of training seats available increased by nineteen percent (19%) over the past two years. Applications generally kept pace with these changes, rising by fifteen percent (15%) over the same period.

However for some categories the relationship between the growth in available seats and applications was not so close.

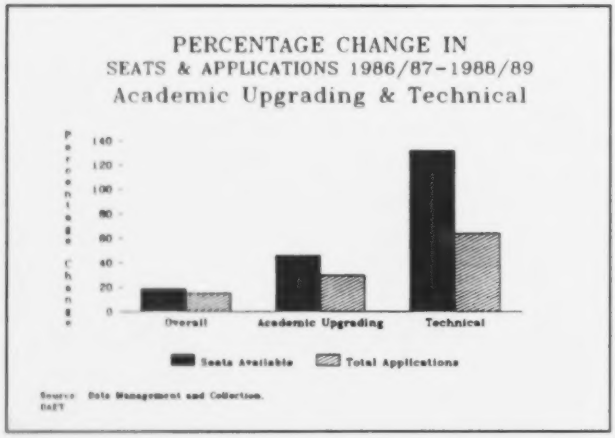
For example, the number of seats in **Technology** actually decreased by eight percent (8%) percent while demand increased by nine percent (9%). Thus **Technology** is the only category which posted an increase in the demand/supply ratio in the 1986/87 - 1988/89 comparison years.



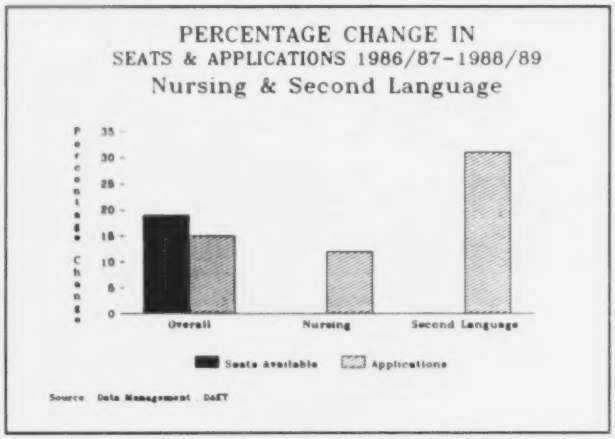
Pre-Employment is by far the most popular category, attracting well over six thousand (6000) applications per year. The seats available in this category rose twenty one percent (21%). Applications rose thirteen percent (13%).



The closer parallel between the two demonstrates a slightly greater accessibility in the light of a very strong demand. The same pattern was reflected in the **Academic Upgrading** category: available seats rose by forty six percent (46%), applications by thirty percent (30%). Also, the **Technical** category became even more accessible with seats rising by one hundred and thirty two per cent (132%), demand by sixty four percent (64%), posting a 1.14 demand/supply ratio last year. This makes it the most accessible training category in our Colleges.



There were no increases in the seats available for the **Nursing** and **Second Language** categories. However the demand for **Nursing** seats rose by twelve percent (12%), while applications for **Second Language** training declined by thirty one percent (31%).



TABLES

PROGRAMS IN DEMAND

	1986-1987			1987-1988			1988-1989		
	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio
Technology									
Business Technology	280	860	3.07	310	871	2.81	315	935	2.97
Chemical Technology	25	50	2.00	25	37	1.48	25	45	1.80
Civil Engineering Technology	115	231	2.01	135	184	1.36	135	236	1.75
Computer Engineering Technology	48	57	1.19	38	68	1.79	18	84	4.67
Computer Programming Technology	80	142	1.78	55	142	2.58	55	159	2.89
Electronics Engineering Tech.	180	332	1.84	165	311	1.89	135	316	2.34
Engineering Drafting & Design Tech. I	-	-	-	20	56	2.80	20	59	2.95
Industrial Engineering Technology	35	10	-	15	21	1.40	15	21	1.40
Industrial Instrumentation Tech.	65	39	-	45	48	1.07	45	48	1.07
Medical Laboratory Technology	20	79	3.95	26	148	5.69	20	93	4.65
Nuclear Medicine Technology	-	-	-	2	50	25.00	-	-	-
Power Engineering Technology	20	50	2.50	20	40	2.00	20	46	2.30
Technical									
Agriculture	49	41	-	43	44	1.02	43	50	1.16
Communication Arts	45	109	2.42	45	128	2.84	65	189	2.91
Computer Aided Drafting	8	25	3.13	15	27	1.80	12	35	2.92
Computerized Numerically Controlled Manufacturing	12	22	1.83	-	-	-	6	15	2.50

	1986-1987			1987-1988			1988-1989		
Pre-Employment	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Total Seats	Applic. Rec'd	Ratio
Accomodation, Food & Beverage	62	188	3.03	62	177	2.86	62	153	2.47
Accounting Clerk	115	378	3.29	120	433	3.61	122	436	3.57
Administrative Secretary	34	67	1.97	25	65	2.60	25	67	2.68
Air Conditioning Technician	13	25	1.92	18	26	1.44	12	27	2.25
Aircraft Maintenance	7	95	13.57	4	86	21.50	13	93	7.15
Aquaculture Technician	2	48	24.00	2	44	22.00	6	72	12.00
Bank & Finance Clerk	38	79	2.08	45	83	1.84	45	100	2.22
Barbering	28	127	4.54	32	161	5.03	29	104	3.59
Beauty Culture	71	750	10.56	72	719	9.99	121	610	5.04
Bilingual Clerk Typist	17	71	4.18	19	90	4.74	26	93	3.58
Bilingual Stenographer I	63	69	1.09	60	75	1.25	45	95	2.11
Boat Building	12	19	1.58	12	31	2.58	12	24	2.00
Bricklaying	2	23	11.50	7	45	6.43	9	44	4.89
Cabinet/Furniture Making	7	23	3.28	7	9	1.29	7	9	1.29
Cabinet Making & Millwork	9	38	4.33	9	54	6.00	9	53	5.89
Carpentry	19	154	8.11	27	152	5.63	39	184	4.72
Clerk Typist	96	282	2.94	95	301	3.17	80	321	4.01
Community Living Counsellor	15	57	3.80	15	46	3.07	25	40	1.60
Community Mental Health Couns.	10	22	2.20	15	30	2.00	20	42	2.10
Cook	29	130	4.48	40	140	3.50	40	114	2.85

• The name of the program Bookkeeping Clerk was changed to Accounting Clerk for the year 1988-1989.

Pre-Employment (continued)	1986-1987 Non Sponsored Seats	1986-1987 Applic. Rec'd	1986-1987 Ratio	1987-1988 Total Sponsored Seats	1987-1988 Applic. Rec'd	1987-1988 Ratio	1988-1989 Total Sponsored Seats	1988-1989 Applic. Rec'd	1988-1989 Ratio
Correctional Officer	22	46	2.09	22	93	4.22			
Correctional Services Worker	22	115	5.22	42	197	4.69			
Correctional Techniques I							52	196	3.77 **
Day Care	16	124	7.75	19	143	7.53	24	170	7.08
Electrical	52	192	3.69	32	200	6.25	37	224	6.05
Electrical Appliance Repair	6	11	1.83	20	34	1.70	20	37	1.85
Electronic Servicing Technician	15	73	4.87	20	48	2.40	22	118	5.36
Electronic Servicing Technician - Digital	5	13	2.60	5	31	6.20	-	-	-
General Drafting	13	37	2.85	17	71	4.18	17	56	3.29
Heating Technician	24	15	-	12	17	1.42	12	16	1.33
Heavy Equipment Repair	28	75	2.68	34	79	2.32	35	91	2.60
Heavy Equipment Operator	18	78	4.33	18	110	6.11	-	-	-
Human Service Counsellor	26	251	9.65	26	261	10.04	18	312	17.33
Industrial & Retail Security	40	46	1.15	20	56	2.80	25	62	2.48
Industrial Mechanics	38	74	1.95	53	71	1.34	41	111	2.70
Legal Secretary	20	69	3.45	23	62	2.70	12	24	2.00
Machinist	37	103	2.78	47	110	2.34	52	147	2.83
Marine Mechanics	10	15	1.50	16	25	1.56	16	29	1.81
Medical Secretary	21	39	1.86	31	43	1.39	32	43	1.34

** Correctional Officer and Correctional Services Worker were combined in 1988-1989 into a two year program. Corectional Techniques I became the name of the first year program.

	1986-1987			1987-1988			1988-1989		
Pre-Employment (continued)	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio
Medical Transcriptionist	18	50	2.78	22	54	2.46	18	67	**3.72**
Motor Vehicle Body - Repairer & Painter	34	72	2.12	16	73	4.56	30	76	**2.53**
Motor Vehicle Repair (Mechanical)	47	177	3.77	60	209	3.48	45	193	**4.29**
Motor Vehicle Repair (Truck & Transport)	30	69	2.30	16	64	4.00	21	65	**3.10**
Nursing Assistant	38	287	7.55	46	392	8.52	70	419	**5.99**
Nursing Orderly	11	109	9.91	15	141	9.40	34	184	**5.41**
Plumbing	15	48	3.20	20	38	1.90	15	33	**2.20**
Refrigeration	11	42	3.82	16	59	3.69	12	50	**4.17**
Secretary in Office Automation	9	11	1.22	6	10	1.67	3	16	**5.33**
Silviculture	15	43	2.87	20	72	3.60	20	69	**3.45**
Small Equipment Repair	7	24	3.43	7	20	2.86	22	40	**1.82**
Stationary Engineering	16	37	2.31	26	43	1.65	15	48	**3.20**
Steam/Pipefitter	25	23	-	18	26	1.44	23	42	**1.83**
Steel Fabrication	28	67	2.39	30	43	1.43	22	35	**1.59**
Stenographer	120	325	2.71	109	355	3.26	126	362	**2.87**
Travel Counsellor	30	251	8.50	30	191	6.37	50	197	**3.92**
Upholstery	2	15	7.50	19	26	1.37	12	15	**1.25**
Welding	31	95	3.07	39	99	2.54	48	180	**3.75**
Word Processor Operator	5	4	-	5	10	2.00	5	10	**2.00**

	1986-1987			1987-1988			1988-1989		
	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio
Academic Upgrading									
BTSD	134	311	2.32	117	283	2.42	165	421	2.55
Pre Technology	155	371	2.39	240	355	1.50	290	430	1.48
Summer Pre Technology	65	53	-	80	82	1.03	55	69	1.25
Second Language									
Intensive Second Language	24	67	2.79	24	64	2.67	24	51	2.13

Source: Data Management - Applications for Training, run date Feb 10, 1987
- Applications for Training, run date Jan 9, 1989
- Summary of Applications by Category by Program by Institution for the Academic Year 1988-1989, run date Dec 2, 1988

PROGRAMS NOT IN DEMAND

	1986-1987			1987-1988			1988-1989		
	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio
Technology									
Environmental Technology	45	40	**.89**	30	28	**.93**	35	19	**.54**
Mechanical Engineering Technology	55	64	1.16	55	39	**.71**	60	72	1.20
Technical									
Advanced Cooking	5	10	2.00	13	14	1.08	15	14	**.93**
Arts & Crafts I	-	-		-	-		64	15	**.23**
Computer Aided Drafting & Design	8	10	**.80**	6	13	2.17	12	10	**.83**
Computer Integrated Manufacturing	8	10	**.80**	8	7	**.88**	12	8	**.67**
Food Quality Control Technician	10	15	1.50	10	16	1.60	11	6	**.55**
Foundation Studies I	-	-		-	-		35	9	**.26**
Graphic Arts I	-	-		-	-		30	11	**.37**
Handicraft	-	-		30	4	**.13**	-	-	
Welding Technician	21	15	**.71**	14	23	1.64	32	15	**.47**

PROGRAMS NOT IN DEMAND

	1986-1987			1987-1988			1988-1989		
	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio	Non Sponsored Seats	Applic. Rec'd	Ratio
Pre-Employment									
Electronic Servicing (radio & tv)	9	25	2.78	15	9	.60	-	-	
Tool & Die	8	12	1.50	9	6	.67	-	-	

Source: Data Management - Applications for Training, run date Feb 10, 1987
- Applications for Training, run date Jan 9, 1989
- Summary of Applications by Category by Program by Institution for the Academic Year 1988-1989, run date Dec 2, 1988

TOP 10 PROGRAMS IN RANK ORDER OF DEMAND

1988-1989

	Non Sponsored Seats	Applic. Rec'd	Ratio
Human Service Counsellor	**18**	**312**	**17.33**
Aquaculture Technician	**6**	**72**	**12.00**
Aircraft Maintenance	**13**	**93**	**7.15**
Day Care	**24**	**170**	**7.08**
Electrical	**37**	**224**	**6.05**
Nursing Assistant	**70**	**419**	**5.99**
Cabinet Making & Millwork	**9**	**53**	**5.89**
Nursing Orderly	**34**	**184**	**5.41**
Electronic Servicing Technician	**22**	**118**	**5.36**
Beauty Culture	**121**	**610**	**5.04**

1987-1988

	Non Sponsored Seats	Applic. Rec'd	Ratio
Nuclear Medicine Technology	2	50	25.00
Aquaculture Technician	2	44	22.00
Aircraft Maintenance	4	86	21.50
Human Service Counsellor	26	261	10.04
Beauty Culture	72	719	9.90
Nursing Orderly	15	141	9.40
Nursing Assistant	46	392	8.52
Day Care	19	200	7.53
Bricklaying	7	45	6.43
Travel Counsellor	30	191	6.37

1986-1987

	Non Sponsored Seats	Applic. Rec'd	Ratio
Aquaculture Technician	2	48	24.00
Aircraft Maintenance	7	95	13.97
Bricklaying	2	23	11.50
Beauty Culture	71	750	10.56
Nursing Orderly	11	109	9.91
Human Service Counsellor	26	251	9.65
Travel Counsellor	30	251	8.50
Carpentry	19	154	8.11
Day Care	16	124	7.75
Nursing Assistant	38	287	7.55

Source: Data Management - Applications for Training, run date Feb 10, 1987
- Applications for Training, run date Jan 9, 1989
- Summary of Applications by Category by Program by Institution for the Academic Year 1988-1989, run date Dec 2, 1988

APPLICATIONS FOR ALL INSTITUTIONS BY CATEGORY

CATEGORY IN ORDER OF DEMAND	TOTAL # OF NON SPONSORED SEATS AVAILABLE	TOTAL # OF APPLICATIONS RECEIVED FOR NON SPONSORED SEATS	SUPPLY/ DEMAND RATIO
		1988-1989	
Pre-Employment	**1882**	**6605**	**3.51**
Technology	**898**	**2133**	**2.38**
Second Language	**24**	**51**	**2.13**
Nursing	**355**	**715**	**2.01**
Academic Upgrading	**533**	**968**	**1.82**
Technical	**367**	**419**	**1.14**
All Categories	**4059**	**10891**	**2.68**
		1987-1988	
Pre-Employment	1740	6384	3.67
Second Language	24	64	2.67
Technology	941	2043	2.17
Nursing	355	741	2.09
Academic Upgrading	462	744	1.61
Technical	214	317	1.48
All Categories	3736	10293	2.76
		1986-1987	
Pre-Employment	1549	5833	3.77
Second Language	24	67	2.79
Academic Upgrading	364	742	2.04
Technology	968	1954	2.02
Nursing	355	640	1.80
Technical	158	256	1.62
All Categories	3418	9492	2.78

The Upgrading category was not included because of incomplete data.

Source: Data Management - Applications for Training, run date Feb 10, 1987
- Applications for Training, run date Jan 9, 1989
- Summary of Application by Category by Program by Institution for the Academic Year 1988-1989, run date Dec 2, 1988

APPLICATIONS BY COLLEGE

COLLEGES IN ORDER OF DEMAND	TOTAL # OF NON SPONSORED SEATS AVAILABLE	TOTAL # OF APPLICATIONS RECEIVED FOR NON SPONSORED SEATS	SUPPLY/ DEMAND RATIO
		1988-1989	
Saint John	**735**	**2941**	**4.00**
Miramichi	**154**	**600**	**3.90**
Moncton	**794**	**2692**	**3.39**
St. Andrews	**239**	**696**	**2.91**
Woodstock	**210**	**553**	**2.63**
Campbellton	**197**	**510**	**2.59**
Schools of Nursing	**355**	**715**	**2.01**
Bathurst	**563**	**1069**	**1.90**
Edmundston	**275**	**427**	**1.55**
Dieppe	**502**	**679**	**1.35**
N.B. Craft School	**35**	**9**	**.25**
All Colleges	**4059**	**10891**	**2.68**
		1987-1988	
Miramichi	192	795	4.14
Saint John	667	2689	4.03
Moncton	825	2659	3.22
St. Andrews	240	734	3.06
Woodstock	169	461	2.73
Campbellton	189	410	2.17
Schools of Nursing	355	741	2.09
Bathurst	567	1074	1.89
Edmundston	260	447	1.72
N.B. Craft School	30	41	1.37
Dieppe	242	242	1.00
All Colleges	3736	10293	2.76
		1986-1987	
Saint John	575	2291	3.98
Moncton	751	2847	3.79
Campbellton	137	428	3.12
Miramichi	221	681	3.08
St. Andrews	188	535	2.85
Dieppe	70	188	2.69
Woodstock	166	404	2.43
Schools of Nursing	355	640	1.80
Edmundston	232	394	1.70
Bathurst	723	1084	1.50
All Colleges	3418	9492	2.78

The Upgrading category was not included because of incomplete data.

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